

Exhibit J



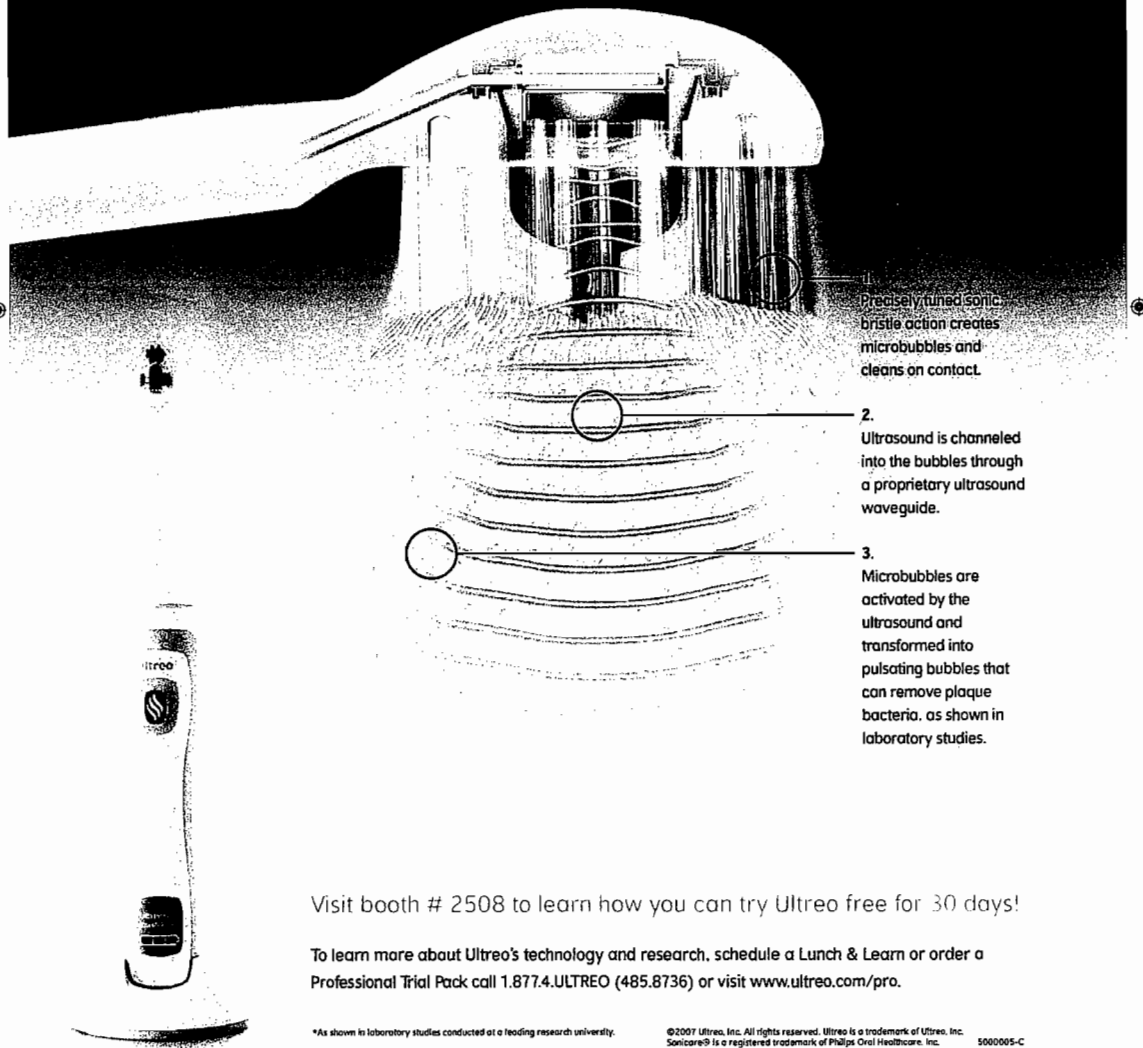
The difference is Ultrasound.

Ultreo takes power brushing where it's never gone before. Invented at the University of Washington in association with former scientists, engineers and executives of Optiva Corporation (developers of the Sonicare[®] toothbrush), Ultreo is the first power toothbrush to combine ultrasound waveguide technology with precisely tuned sonic bristle action.

Ultreo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque bacteria that bristle action alone can't reach behind.

Ultreo's bristles create microbubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy per brushing channeled by a proprietary ultrasound waveguide. As shown in laboratory studies, as these microbubbles expand and contract, they can remove plaque bacteria. The result is an incredible, long lasting feeling of clean.

Try the *new* Ultreo for the Ultimate Ultrasound Clean.



Visit booth # 2508 to learn how you can try Ultreo free for 30 days!

To learn more about Ultreo's technology and research, schedule a Lunch & Learn or order a Professional Trial Pack call 1.877.4.ULTREO (485.8736) or visit www.ultreo.com/pro.

*As shown in laboratory studies conducted at a leading research university.

©2007 Ultreo, Inc. All rights reserved. Ultreo is a trademark of Ultreo, Inc. Sonicare[®] is a registered trademark of Philips Oral Healthcare, Inc. 5000005-C

10x14_S25_booth2508_072407.indd 1

7/24/07 10:56:59 AM

	<p>Art prepared by: Ovo Design LLC 3803 Burke Ave. N., Seattle WA 98103 206 632-2317 206 632-8714 fax ovo@mac.com</p>	<p>File name: 10x14_S25_booth2508_072307.indd Document fonts: Ultreo Regular Ultreo Bold</p>	<p>Process Colors </p>	<p>Process Match </p>	<p>Process Match PANTONE 144 PANTONE 6 PANTONE 542</p>	<p>Document Size: Trim size 10" x 14.625" Bleed size 10.25" x 14.875"</p>
--	---	--	----------------------------	---------------------------	--	---